



Manufacturing in Virginia

SIC 27 Printing and Publishing



707 East Main Street, Suite 300
P.O. Box 446
Richmond, VA 23218-0446
(804) 371-8200
www.dba.state.va.us

For more information contact Jay Ruehrmund at 804.371.0071 or by
email jruehrmund@dba.state.va.us

Overall Assessment

- Virginia's third largest manufacturing industry.
- Has created more new jobs than any other manufacturing industry in Virginia since 1969 and ranks third in percentage growth.
- Accounts for approximately one out of every five manufacturing establishments in Virginia, more than any other industry.

Employment

	Virginia		U.S.	
	Employment	Rank	Employment	Rank
1949	6,600	10	740,000	8
1969	13,900	11	1,093,600	8
2000	38,000	3	1,555,800	5

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Employment Trends

Absolute Employment Growth

	Virginia		U.S.	
	Absolute Employment Change	Rank	Absolute Employment Change	Rank
1949-2000	+31,400	1	+815,800	1
1949-1969	+7,300	6	+353,600	4
1969-2000	+24,100	1	+462,200	1

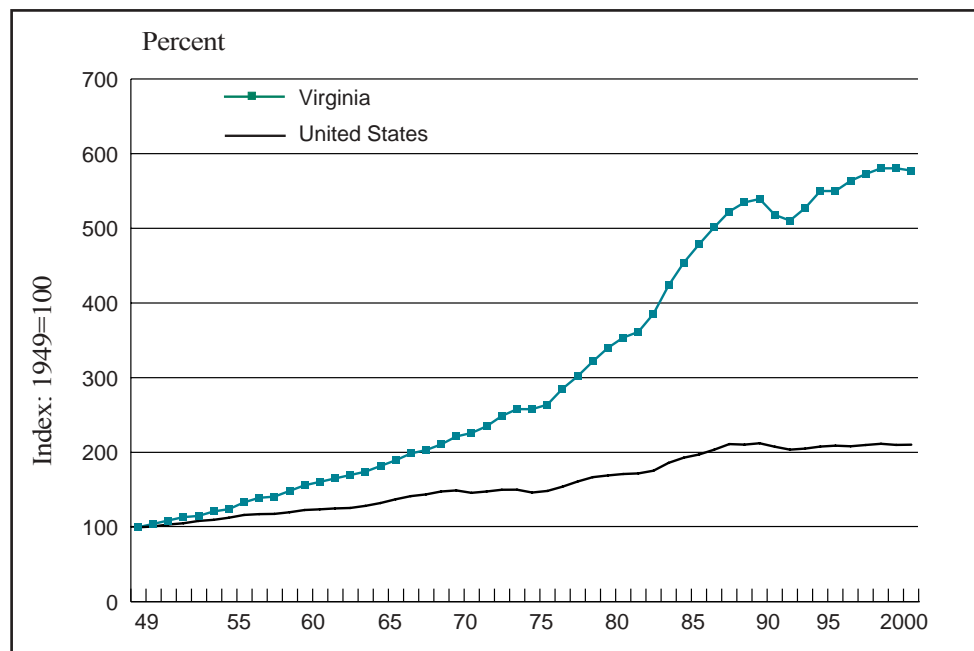
Source: U.S. Department of Labor, Bureau of Labor Statistics.

Relative Employment Growth

Virginia Annual Average Growth Rates						
	Growth Rate 1949-2000		Growth Rate 1949-69		Growth Rate 1969-2000	
		Rank		Rank		Rank
Printing and Publishing						
Virginia	3.5%	1	3.8%	3	3.3%	3
U.S.	1.5%	1	2.0%	6	1.1%	2
Nonagricultural Employment	3.0%		3.1%		2.9%	
Manufacturing	1.1%		2.6%		0.2%	
Nondurable Goods	0.4%		2.0%		-0.6%	

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Employment Change 1949-2000



Source: U.S. Department of Labor, Bureau of Labor Statistics.

Establishments

Number of Establishments

	Virginia		U.S.	
	Establishments	Rank	Establishments	Rank
Printing and Publishing	1,409	1	66,480	1
Manufacturing	6,908	--	413,506	--
Printing and Publishing as a % of Mfg.	20.4%		16.1%	

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Employment per Establishment

	Virginia		U.S.	
	Employment	Rank	Employment	Rank
Printing and Publishing	27	16	23	18
Manufacturing	57	--	45	--

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Payroll

Payroll per Employee

	Virginia		U.S.	
	Payroll per Employee	Rank	Payroll per Employee	Rank
Printing and Publishing	\$36,526	10	\$38,157	10
Manufacturing	\$35,767	--	\$41,941	--
Printing and Publishing as a % of Mfg.	102.1%		91.0%	

Source: U.S. Department of Labor, Bureau of Labor Statistics.

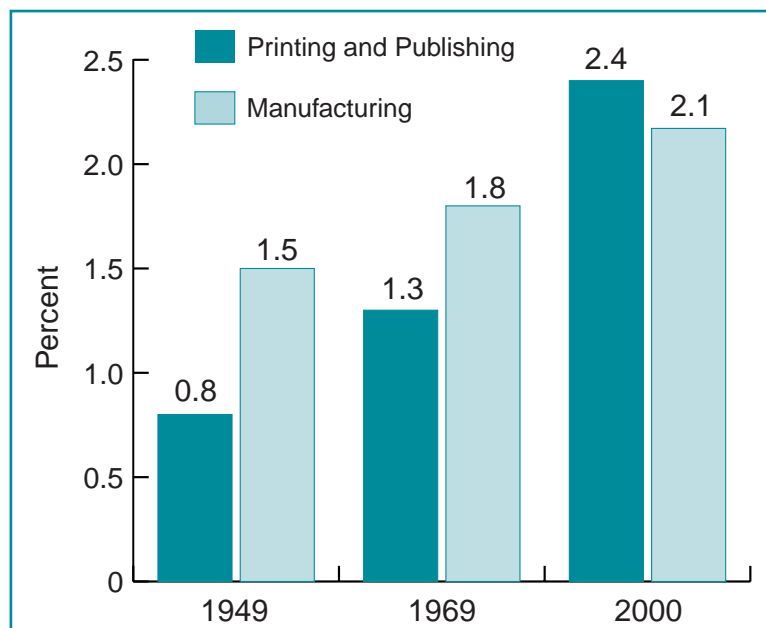
Exports

Virginia Exports		
	Printing and Publishing	Manufacturing
2000	\$59,848,000	\$9,395,636,000
1995	\$35,250,000	\$9,294,115,000
Export Growth, 1995-2000	69.8%	1.1%
Share of Manufactured Goods Exports, 2000	0.6%	--

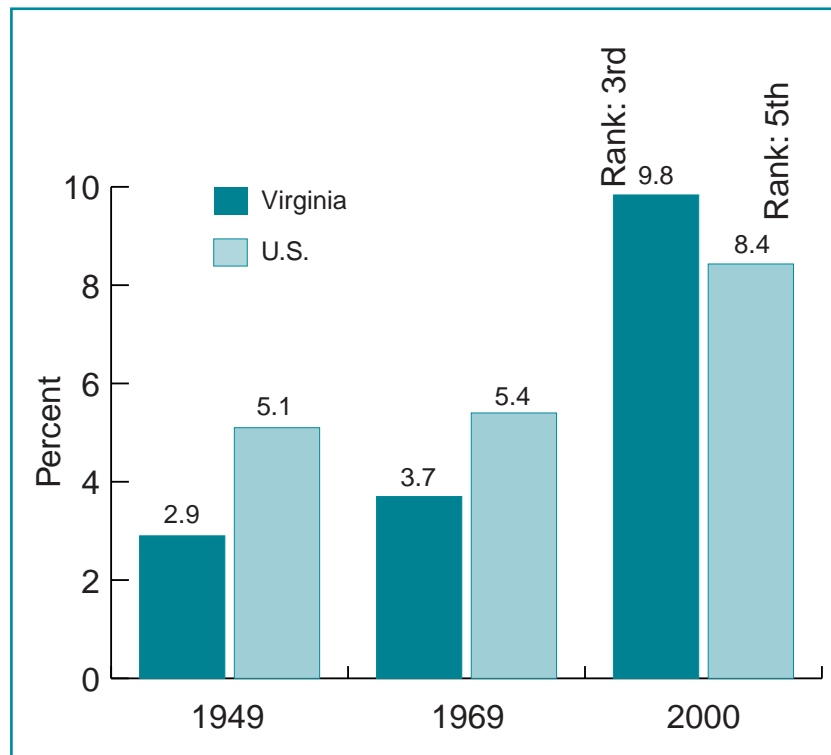
Source: U.S. Department of Commerce.

Industry Importance

Virginia's Share of National Printing and Publishing Industry



Source: U.S. Department of Labor, Bureau of Labor Statistics.

Industry's Share of Manufacturing Employment

Source: U.S. Department of Labor, Bureau of Labor Statistics.

Industry Trends

Virginia employment distribution: commercial printing (36 percent), newspapers (33 percent), books (15 percent), and periodicals (7 percent).

- Increasing demands for computer technology will significantly raise the cost of entering the printing business, eliminating smaller companies lacking the capital and economies of scale to remain competitive.
- Further application of computer technology to pre-press operations will make smaller runs increasingly economical.
- Over the past decade a shift to digital production processes from film- and chemical-based required fewer but more highly skilled and better paid workers. Digital processes have also eliminated the need for typesetting companies and platemaking and color separation shops.
- The economic expansion during the 1990s was the single greatest factor in the recent expansion of the printing industry.
- Favorable demographic trends continue to play a crucial role in printing industry growth, including a growing, well-educated population and rising levels of disposable income, both of which have significantly increased demand for printed materials.
- Foreign imports account for only 1.5 percent of apparent U.S. consumption of printed materials.